JOURNAL OF OPERATIONS MANAGEMENT
Vol. 10, No. 4, October 1991

Index to Volume 10 (1991)

Author Listing

AHMED, MESBAH U., NAZIM U. AHMED, and UDAYAN NANDKEOLYAR. **A Volume and Material Handling Cost Based Heuristic for Designing Cellular Manufacturing Cells.** Vol. 10, no. 4 (October 1991), 488-511.

AHMED, NAZIM U., UDAYAN NANDKEOLYAR, and MESBAH U. AHMED. **A Volume and Material Handling Cost Based Heuristic for Designing Cellular Manufacturing Cells.** Vol. 10, no. 4 (October 1991), 488-511.

BARMAN, SAMIR, RICHARD J. TERSINE, and M. RONALD BUCKLEY. **An Empirical Assessment of the Perceived Relevance and Quality of POM Related Journals by Academicians.** Vol. 10, no. 2 (April 1991), 194-212.

BELL, R., and R.B.R. DE SOUZA. **A Tool Based Strategy for the Management of Cutting Tools in Flexible Manufacturing.** Vol. 10, no. 1 (January 1991), 73-91.

BERRY, WILLIAM L., CECIL BOZARTH, TERENCE J. HILL, and JAY E. KLOMPMAKER. **Factory Focus: Segmenting Markets from an Operations Perspective.** Vol. 10, no. 3 (August 1991), 363-387.

BERRY, WILLIAM L., TERENCE J. HILL, JAY E. KLOMPMAKER, CURTIS P. MCLAUGHLIN. **Linking Strategy Formulation in Marketing and Operations: Empirical Research.** [Introduction to the Special Issue.] Vol. 10, no. 3 (August 1991), 294-302.

BLACKBURN, JOSEPH D., TERRY ELROD, and WILLIAM B. LINDSLEY. **Time and Product Variety Competition in the Book Distribution Industry.** Vol. 10, no. 3 (August 1991), 344-362.

BOZARTH, CECIL, TERENCE J. HILL, JAY E. KLOMPMAKER, and WILLIAM L. BERRY. **Factory Focus: Segmenting Markets from an Operations Perspective.** Vol. 10, no. 3 (August 1991), 363-387.

BROWN, KAREN A., and VANDRA L. HUBER. **Human Resource Issues in Cellular Manufacturing: A Sociotechnical Analysis.** Vol. 10, no. 1 (January 1991), 138-159.

BUCKLEY, M. RONALD, SAMIR BARMAN, and RICHARD J. TERSINE. **An Empirical Assessment of the Perceived Relevance and Quality of POM Related Journals by Academicians.** Vol. 10, no. 2 (April 1991), 194-212.

DATAR, SRIKANT, SUNDER KEKRE, TRIDAS MUKHOPADYAY, and ERIC SVAAN. **Overloaded Overheads: Activity Based Cost Analysis of Material Handling in Cell Manufacturing.** Vol. 10, no. 1 (January 1991), 119-137.

DE SOUZA, R.B.R., and R. BELL. **A Tool Based Strategy for the Management of Cutting Tools in Flexible Manufacturing Systems.** Vol. 10, no. 1 (January 1991), 73-91.

DEANE, RICHARD H., PATRICIA P. MCDOUGALL, and VIDYARANYA B. GARGEYA. **Manufacturing and Marketing Interdependence in the New Venture Firm: An Empirical Study.** Vol. 10, no. 3 (August 1991), 329-343.

DING, FONG-YUEN, and MING-NANG YUEN. **A Modified MRP for a Production System with the Coexistence of MRP and Kanbans.** Vol. 10, no. 2 (April 1991), 267-277.

ELROD, TERRY, WILLIAM B. LINDSLEY, and JOSEPH D. BLACKBURN. **Time and Product Variety Competition in the Book Distribution Industry.** Vol. 10, no. 3 (August 1991), 344-362.

FITZSIMMONS, JAMES A., PANAGIOTIS KOUVELIS, and DEBASISH N. MALLICK. **Design Strategy and Its Interface with Manufacturing and Marketing: A Conceptual Framework.** Vol. 10, no. 3 (August 1991), 398-415.

FREDENDALL, LAWRENCE, STEVEN A. MELNYK, and GARY L. RAGATZ. **Load Smoothing by the Planning and Order Review/Release Systems: A Simulation Experiment.** Vol. 10, no. 4 (October 1991), 398-415.

GARGEYA, VIDYARANYA B., RICHARD H. DEANE, and PATRICIA P. MCDOUGALL. **Manufacturing and Marketing Interdependence in the New Venture Firm: An Empirical Study.** Vol. 10, no. 3 (August 1991), 329-343.

GARZA, OSCAR, and TIMOTHY L. SMUNT. **Countering the Negative Impact of Intercell Flow in Cellular Manufacturing.** Vol. 10, no. 1 (January 1991), 92-118.

GERCHAK, YIGAL, and DIWAKAR GUPTA. **On Apportioning Costs to Customers in Centralized Continuous Review Inventory Systems.** Vol. 10, no. 4 (October 1991), 546-551

GUPTA, DIWAKAR, and YIGAL GERCHAK. **On Apportioning Costs to Customers in Centralized Continuous Review Inventory Systems.** Vol. 10, no. 4 (October 1991), 546-551.

HAYNES, RAY M., and EMIL A. THIES. **Management of Technology in Service Firms.** Vol. 10, no. 3 (August 1991), 388-397.

HILL, TERENCE J., JAY E. KLOMPMAKER, WILLIAM L. BERRY, and CECIL BOZARTH. **Factory Focus: Segmenting Markets from an Operations Perspective.** Vol. 10, no. 3 (August 1991), 363-387.

HILL, TERENCE J., JAY E. KLOMPMAKER, CURTIS P. MCLAUGHLIN, and WILLIAM L. BERRY. **Linking Strategy Formulation in Marketing and Operations: Empirical Research.** [Introduction to the Special Issue.] Vol. 10, no. 3 (August 1991), 363-387.

HUBER, VANDRA L., and KAREN A. BROWN. **Human Resource Issues in Cellular Manufacturing: A Sociotechnical Analysis.** Vol. 10, no. 1 (January 1991), 138-159.

JAYAKUMAR, MALIYAKAL D., and RANGA V. RAMASESH. **Measurement of Manufacturing Flexibility: A Value Based Approach.** Vol. 10, no. 4 (October 1991), 446-468.

JOHN L. BURBIDGE. **Production Flow Analysis for Planning Group Technology.** Vol. 10, no. 1 (January 1991), 5-27.

KEKRE, SUNDER, TRIDAS MUKHOPADYAY, ERIC SVAAN, and SRIKANT DATAR. **Overloaded Overheads: Activity Based Cost Analysis of Material Handling in Cell Manufacturing.** Vol. 10, no. 1 (January 1991), 119-137.

KLOMPMAKER, JAY E., CURTIS P. MCLAUGHLIN, WILLIAM L. BERRY, and TERENCE J. HILL. **Linking Strategy Formulation in Marketing and Operations: Empirical Research.** [Introduction to the Special Issue.] Vol. 10, no. 3 (August 1991), 294-302.

KLOMPMAKER, JAY E., WILLIAM L. BERRY, CECIL BOZARTH, and TERENCE J. HILL. **Factory Focus: Segmenting Markets from an Operations Perspective.** Vol. 10, no. 3 (August 1991), 363-387.

KOUVELIS, PANAGIOTIS, DEBASISH N. MALLICK, and JAMES A. FITZSIMMONS. **Design Strategy and Its Interface with Manufacturing and Marketing: A Conceptual Framework.** Vol. 10, no. 3 (August 1991), 398-415.

LINDSLEY, WILLIAM B., JOSEPH D. BLACKBURN, and TERRY ELROD. **Time and Product Variety Competition in the Book Distribution Industry.** Vol. 10, no. 3 (August 1991), 344-362.

MALLICK, DEBASISH N., JAMES A. FITZSIMMONS, and PANAGIOTIS KOUVELIS. **Design Strategy and Its Interface with Manufacturing and Marketing: A Conceptual Framework.** Vol. 10, no. 3 (August 1991), 398-445.

MCDOUGALL, PATRICIA P., VIDYARANYA B. GARGEYA, and RICHARD H. DEANE. **Manufacturing and Marketing Interdependence in the New Venture Firm: An Empirical Study.** Vol. 10, no. 3 (August 1991), 329-343.

MCLAUGHLIN, CURTIS P., WILLIAM L. BERRY, TERENCE J. HILL, and JAY E. KLOMPMAKER. **Linking Strategy Formulation in Marketing and Operations: Empirical Research.** [Introduction to the Special Issue.] Vol. 10, no. 3 (August 1991), 294-302.

MELNYK, STEVEN A., GARY L. RAGATZ, and LAWRENCE FREDENDALL. **Load Smoothing by the Planning and Order Review/Release Systems: A Simulation Experiment.** Vol. 10, no. 4 (October 1991), 512-523.

MILTENBURG, JOHN, and WENJIANG ZHANG. **A Comparative Evaluation of Nine Well-Known Algorithms for Solving the Cell Formation Problem in Group Technology.** Vol. 10, no. 1 (January 1991), 44-72.

MUKHOPADYAY, TRIDAS, ERIC SVAAN, SRIKANT DATAR, and SUNDER KEKRE. **Overloaded Overheads: Activity Based Cost Analysis of Material Handling in Cell Manufacturing.** Vol. 10, no. 1 (January 1991), 119-137.

NANDKEOLYAR, UDAYAN, MESBAH U. AHMED, and NAZIM U. AHMED. **A Volume and Material Handling Cost Based Heuristic for Designing Cellular Manufacturing Cells.** Vol. 10, no. 4 (October 1991), 488-511.

PHILIPOOM, PATRICK, and GREGORY R. RUSSELL. **Sequencing Rules and Due Date Setting Procedures in Flow Line Cells with Family Setups.** Vol. 10, no. 4 (October 1991), 524-545.

PURDY, LYN, and FRANK SAFAYENI. **A Behavioral Case Study of Just-in-Time Implementation.** Vol. 10, no. 2 (April 1991), 213-228.

RACHAMADUGU, RAM. **Assembly Line Design with Incompatible Task Assignments.** Vol. 10, no. 4 (October 1991), 469-487.

RAGATZ, GARY L., LAWRENCE FREDENDALL, and STEVEN A. MELNYK. **Load Smoothing by the Planning and Order Review/Release Systems: A Simulation Experiment.** Vol. 10, no. 4 (October 1991), 512-523.

RAMASESH, RANGA V., and MALIYAKAL D. JAYAKUMAR. **Measurement of Manufacturing Flexibility: A Value Based Approach.** Vol. 10, no. 4 (October 1991), 446-468.

ROGERS, DAVID F., and SCOTT M. SHAFER. **A Goal Programming Approach to the Cell Formation Problem.** Vol. 10, no. 1 (January 1991), 28-43.

ROTH, ALEDA V., and MARJOLIJN VAN DER VELDE. **Operations As Marketing: A Competitive Service Strategy.** Vol. 10, no. 3 (August 1991), 303-328.

RUSSELL, GREGORY R., and PATRICK R. PHILIPOOM. **Sequencing Rules and Due Date Setting Procedures in Flow Line Cells with Family Setups.** Vol. 10, no. 4 (October 1991), 524-545.

SAFAYENI, FRANK, and LYN PURDY. **A Behavioral Case Study of Just-in-Time Implementation.** Vol. 10, no. 2 (April 1991), 213-228.

SANDBOTHE, RICHARD A. **The Capacitated Dynamic Lot-Sizing Problem with Startup and Reservation Costs: A Forward Algorithm Solution.** Vol. 10, no. 2 (April 1991), 255-266.

SCHMENNER, ROGER W. **International Factory Productivity Gains.** Vol. 10, no. 2 (April 1991), 229-254.

SHAFER, SCOTT M., and DAVID F. ROGERS. **A Goal Programming Approach to the Cell Formation Problem.** Vol. 10, no. 1 (January 1991), 28-43.

SMUNT, TIMOTHY, and OSCAR GARZA. **Countering the Negative Impact of Intercell Flow in Cellular Manufacturing.** Vol. 10, no. 1 (January 1991), 92-118.

SVAAN, ERIC, SRIKANT DATAR, SUNDER KEKRE, and TRIDAS MUKHOPADYAY. **Overloaded Overheads: Activity Based Cost Analysis of Material Handling in Cell Manufacturing.** Vol. 10, no. 1 (January 1991), 119-137.

TERSINE, RICHARD J., M. RONALD BUCKLEY, and SAMIR BARMAN. **An Empirical Assessment of the Perceived Relevance and Quality of POM Related Journals by Academicians.** Vol. 10, no. 2 (April 1991), 194-212.

THIES, EMIL A., and RAY M. HAYNES. **Management of Technology in Service Firms.** Vol. 10, no. 3 (August 1991), 388-397.

VAN DER VELDE, MARJOLIJN, and ALEDA V. ROTH. **Operations As Marketing: A Competitive Service Strategy.** Vol. 10, no. 3 (August 1991), 303-328.

WEMMERLÖV, URBAN. **Introduction [to the Special Issue on Group Technology and Cellular Manufacturing].** Vol. 10, no. 1 (January 1991), 2-4.

YUEN, MING-NANG, and FONG-YUEN DING. **A Modified MRP for a Production System with the Coexistence of MRP and Kanbans.** Vol. 10, no. 2 (April 1991), 267-277.

ZHANG, WENJIANG, and JOHN MILTENBURG. **A Comparative Evaluation of Nine Well-Known Algorithms for Solving the Cell Formation Problem in Group Technology.** Vol. 10, no. 1 (January 1991), 44-72.

JOURNAL OF OPERATIONS MANAGEMENT
Vol. 10, No. 4, October 1991

Index to Volume 10 (1991)

Subject Listing

Prepared by Ronald J. Ebert

ASSEMBLY SYSTEMS

ASSEMBLY LINE DESIGN WITH INCOMPATIBLE TASK ASSIGNMENTS. **Rachamadugu, Ram.** Vol. 10, no. 4 (October 1991), 469-487.

CELLULAR MANUFACTURING

A COMPARATIVE EVALUATION OF NINE WELL-KNOWN ALGORITHMS FOR SOLVING THE CELL FORMATION PROBLEM IN GROUP TECHNOLOGY. **Miltenburg, John, and Wenjiang Zhang**. Vol. 10, no. 1 (January 1991), 44-72.

COUNTERING THE NEGATIVE IMPACT OF INTERCELL FLOW IN CELLULAR MANUFACTURING. **Garza, Oscar, and Timothy L. Smunt**. Vol. 10, no. 1 (January 1991), 92-118.

A GOAL PROGRAMMING APPROACH TO THE CELL FORMATION PROBLEM. **Shafer, Scott M., and David F. Rogers**. Vol. 10, no. 1 (January 1991), 28-43.

HUMAN RESOURCE ISSUES IN CELLULAR MANUFACTURING: A SOCIOTECHNICAL ANALYSIS. **Huber, Vandra L., and Karen A. Brown**. Vol. 10, no. 1 (January 1991), 138-159.

OVERLOADED OVERHEADS: ACTIVITY BASED COST ANALYSIS OF MATERIAL HANDLING IN CELL MANUFACTURING. **Svaan, Eric, Srikant Datar, Sunder Kekre, and Tridas Mukhopadyay**. Vol. 10, no. 1 (January 1991), 119-137.

PRODUCTION FLOW ANALYSIS FOR PLANNING GROUP TECHNOLOGY. **Burbidge, John L.** Vol. 10, no. 1 (January 1991), 5-27.

SEQUENCING RULES AND DUE DATE SETTING PROCEDURES IN FLOW LINE CELLS WITH FAMILY SETUPS. **Russell, Gregory R., and Patrick R. Philipoom**. Vol. 10, no. 4 (October 1991), 524-545.

A TOOL BASED STRATEGY FOR THE MANAGEMENT OF CUTTING TOOLS IN FLEXIBLE MANUFACTURING SYSTEMS. **de Souza, R.B.R., and R. Bell**. Vol. 10, no. 1 (January 1991), 73-91.

A VOLUME AND MATERIAL HANDLING COST BASED HEURISTIC FOR DESIGNING CELLULAR MANUFACTURING CELLS. **Ahmed, Mesbah U., Nazim U. Ahmed, and Udyan Nandkeolyar**. Vol. 10, no. 4 (October 1991), 488-511.

COMPUTERS/INFORMATION PROCESSING/AND INFORMATION SYSTEMS IN OPERATIONS

A TOOL BASED STRATEGY FOR THE MANAGEMENT OF CUTTING TOOLS IN FLEXIBLE MANUFACTURING SYSTEMS. **de Souza, R.B.R., and R. Bell**. Vol. 10, no. 1 (January 1991), 73-91.

COSTING/COST ACCOUNTING FOR OPERATIONS

OVERLOADED OVERHEADS: ACTIVITY BASED COST ANALYSIS OF MATERIAL HANDLING IN CELL MANUFACTURING. **Svaan, Eric, Srikant Datar, Sunder Kekre, and Tridas Mukhopadyay**. Vol. 10, no. 1 (January 1991), 119-137.

DIRECTIONS FOR RESEARCH

AN EMPIRICAL ASSESSMENT OF THE PERCEIVED RELEVANCE AND QUALITY OF POM RELATED JOURNALS BY ACADEMICIANS. **Barman, Samir, Richard J. Tersine, and M. Ronald Buckley**. Vol. 10, no. 2 (April 1991), 194-212.

LINKING STRATEGY FORMULATION IN MARKETING AND OPERATIONS: EMPIRICAL RESEARCH. [Introduction to the Special Issue.] **Berry, William L., Terence J. Hill, Jay E. Klompmaker, and Curtis P. McLaughlin**. Vol. 10, no. 3 (August 1991), 294-302.

FACILITIES LAYOUT

OVERLOADED OVERHEADS: ACTIVITY BASED COST ANALYSIS OF MATERIAL HANDLING IN CELL MANUFACTURING. **Svaan, Eric, Srikant Datar, Sunder Kekre, and Tridas Mukhopadyay**. Vol. 10, no. 1 (January 1991), 119-137.

FLEXIBLE MANUFACTURING SYSTEMS

MEASUREMENT OF MANUFACTURING FLEXIBILITY: A VALUE BASED APPROACH. **Ramasesh, Ranga V., and Maliyakal D. Jayakumar.** Vol. 10, no. 4 (October 1991), 446-468.

A TOOL BASED STRATEGY FOR THE MANAGEMENT OF CUTTING TOOLS IN FLEXIBLE MANUFACTURING SYSTEMS. **de Souza, R.B.R., and R. Bell**. Vol. 10, no. 1 (January 1991), 73-91.

GROUP TECHNOLOGY

A COMPARATIVE EVALUATION OF NINE WELL-KNOWN ALGORITHMS FOR SOLVING THE CELL FORMATION PROBLEM IN GROUP TECHNOLOGY. **Miltenburg, John, and Wenjiang Zhang**. Vol. 10, no. 1 (January 1991), 44-72.

PRODUCTION FLOW ANALYSIS FOR PLANNING GROUP TECHNOLOGY. **Burbidge, John L.** Vol. 10, no. 1 (January 1991), 5-27.

SEQUENCING RULES AND DUE DATE SETTING PROCEDURES IN FLOW LINE CELLS WITH FAMILY SETUPS. **Russell, Gregory R., and Patrick R. Philipoom**. Vol. 10, no. 4 (October 1991), 524-545.

A VOLUME AND MATERIAL HANDLING COST BASED HEURISTIC FOR DESIGNING CELLULAR MANUFACTURING CELLS. **Ahmed, Mesbah U., Nazim U. Ahmed, and Udyan Nandkeolyar**. Vol. 10, no. 4 (October 1991), 488-511.

HUMAN FACTORS IN OPERATIONS

A BEHAVIORAL CASE STUDY OF JUST-IN-TIME IMPLEMENTATION. **Safayeni, Frank, and Lyn Purdy.** Vol. 10, no. 2 (April 1991), 213-228.

HUMAN RESOURCE ISSUES IN CELLULAR MANUFACTURING: A SOCIOTECHNICAL ANALYSIS. **Huber, Vandra L., and Karen A. Brown**. Vol. 10, no. 1 (January 1991), 138-159.

HUMAN RESOURCE MANAGEMENT FOR OPERATIONS

HUMAN RESOURCE ISSUES IN CELLULAR MANUFACTURING: A SOCIOTECHNICAL ANALYSIS. **Huber, Vandra L., and Karen A. Brown**. Vol. 10, no. 1 (January 1991), 138-159.

IMPLEMENTATION OF RESEARCH IN OPERATIONS

A BEHAVIORAL CASE STUDY OF JUST-IN-TIME IMPLEMENTATION. **Safayeni, Frank, and Lyn Purdy.** Vol. 10, no. 2 (April 1991), 213-228.

FACTORY FOCUS: SEGMENTING MARKETS FROM AN OPERATIONS PERSPECTIVE. **Berry, William L., Cecil Bozarth, Terence J. Hill, and Jay E. Klompmaker**. Vol. 10, no. 3 (August 1991), 363-387.

LINKING STRATEGY FORMULATION IN MARKETING AND OPERATIONS: EMPIRICAL RESEARCH. [Introduction to the Special Issue.] **Berry, William L., Terence J. Hill, Jay E. Klompmaker, and Curtis P. McLaughlin**. Vol. 10, no. 3 (August 1991), 294-302.

INTERNATIONAL AND COMPARATIVE OPERATIONS

INTERNATIONAL FACTORY PRODUCTIVITY GAINS. **Schmenner, Roger W.** Vol. 10, no. 2 (April 1991), 229-254.

INVENTORY AND MATERIALS MANAGEMENT

A BEHAVIORAL CASE STUDY OF JUST-IN-TIME IMPLEMENTATION. **Safayeni, Frank, and Lyn Purdy.** Vol. 10, no. 2 (April 1991), 213-228.

ON APPORTIONING COSTS TO CUSTOMERS IN CENTRALIZED CONTINUOUS REVIEW INVENTORY SYSTEMS. **Gerchak, Yigal, and Diwakar Gupta**. Vol. 10, no. 4 (October 1991), 546-551.

OVERLOADED OVERHEADS: ACTIVITY BASED COST ANALYSIS OF MATERIAL HANDLING IN CELL MANUFACTURING. **Svaan, Eric, Srikant Datar, Sunder Kekre, and Tridas Mukhopadyay**. Vol. 10, no. 1 (January 1991), 119-137.

INVENTORY MODELS

ON APPORTIONING COSTS TO CUSTOMERS IN CENTRALIZED CONTINUOUS REVIEW INVENTORY SYSTEMS. **Gerchak, Yigal, and Diwakar Gupta**. Vol. 10, no. 4 (October 1991), 546-551.

JOB SHOP OPERATIONS/SCHEDULING

COUNTERING THE NEGATIVE IMPACT OF INTERCELL FLOW IN CELLULAR MANUFACTURING. **Garza, Oscar, and Timothy L. Smunt**. Vol. 10, no. 1 (January 1991), 92-118.

JUST-IN-TIME SYSTEMS

A BEHAVIORAL CASE STUDY OF JUST-IN-TIME IMPLEMENTATION. **Safayeni, Frank, and Lyn Purdy.** Vol. 10, no. 2 (April 1991), 213-228.

A MODIFIED MRP FOR A PRODUCTION SYSTEM WITH THE COEXISTENCE OF MRP AND KANBANS. **Ding, Fong-Yuen, and Ming-Nang Yuen**. Vol. 10, no. 2 (April 1991), 267-277.

MACHINE/WORK CENTER SCHEDULING RULES

THE CAPACITATED DYNAMIC LOT-SIZING PROBLEM WITH STARTUP AND RESERVATION COSTS: A FORWARD ALGORITHM SOLUTION. **Sandbothe, Richard A.** Vol. 10, no. 2 (April 1991), 255-266.

A GOAL PROGRAMMING APPROACH TO THE CELL FORMATION PROBLEM. **Shafer, Scott M., and David F. Rogers**. Vol. 10, no. 1 (January 1991), 28-43.

PRODUCTION FLOW ANALYSIS FOR PLANNING GROUP TECHNOLOGY. **Burbidge, John L.** Vol. 10, no. 1 (January 1991), 5-27.

SEQUENCING RULES AND DUE DATE SETTING PROCEDURES IN FLOW LINE CELLS WITH FAMILY SETUPS. **Russell, Gregory R., and Patrick R. Philipoom**. Vol. 10, no. 4 (October 1991), 524-545.

MANUFACTURING AND SERVICE SYSTEMS DESIGN

A COMPARATIVE EVALUATION OF NINE WELL-KNOWN ALGORITHMS FOR SOLVING THE CELL FORMATION PROBLEM IN GROUP TECHNOLOGY. **Miltenburg, John, and Wenjiang Zhang**. Vol. 10, no. 1 (January 1991), 44-72.

OPERATIONS AS MARKETING: A COMPETITIVE SERVICE STRATEGY. **Roth, Aleda V., and Marjolijn van der Velde**. Vol. 10, no. 3 (August 1991), 303-328.

A VOLUME AND MATERIAL HANDLING COST BASED HEURISTIC FOR DESIGNING CELLULAR MANUFACTURING CELLS. **Ahmed, Mesbah U., Nazim U. Ahmed, and Udyan Nandkeolyar**. Vol. 10, no. 4 (October 1991), 488-511.

MANUFACTURING STRATEGY/POLICY

DESIGN STRATEGY AND ITS INTERFACE WITH MANUFACTURING AND MARKETING: A CONCEPTUAL FRAMEWORK. **Fitzsimmons, James A., Panagiotis Kouvelis, and Debasish N. Mallick.** Vol. 10, no. 3 (August 1991), 398-415.

FACTORY FOCUS: SEGMENTING MARKETS FROM AN OPERATIONS PERSPECTIVE. **Berry, William L., Cecil Bozarth, Terence J. Hill, and Jay E. Klompmaker**. Vol. 10, no. 3 (August 1991), 363-387.

LINKING STRATEGY FORMULATION IN MARKETING AND OPERATIONS: EMPIRICAL RESEARCH. [Introduction to the Special Issue.] **Berry, William L., Terence J. Hill, Jay E. Klompmaker, and Curtis P. McLaughlin**. Vol. 10, no. 3 (August 1991), 294-302.

MANUFACTURING AND MARKETING INTERDEPENDENCE IN THE NEW VENTURE FIRM: AN EMPIRICAL STUDY. **Deane, Richard H., Patricia P. McDougall, and Vidyaranya B. Gargeya**. Vol. 10, no. 3 (August 1991), 329-343.

OPERATIONS AS MARKETING: A COMPETITIVE SERVICE STRATEGY. **Roth, Aleda V., and Marjolijn van der Velde**. Vol. 10, no. 3 (August 1991), 303-328.

TIME AND PRODUCT VARIETY COMPETITION IN THE BOOK DISTRIBUTION INDUSTRY. **Lindsley, William B., Joseph D. Blackburn, and Terry Elrod.** Vol. 10, no. 3 (August 1991), 344-362.

MATHEMATICAL PROGRAMMING AND OPTIMIZATION FOR OPERATIONS

THE CAPACITATED DYNAMIC LOT-SIZING PROBLEM WITH STARTUP AND RESERVATION COSTS: A FORWARD ALGORITHM SOLUTION. **Sandbothe, Richard A.** Vol. 10, no. 2 (April 1991), 255-266.

A GOAL PROGRAMMING APPROACH TO THE CELL FORMATION PROBLEM. **Shafer, Scott M., and David F. Rogers**. Vol. 10, no. 1 (January 1991), 28-43.

MEASUREMENT OF MANUFACTURING FLEXIBILITY: A VALUE BASED APPROACH. **Ramasesh, Ranga V., and Maliyakal D. Jayakumar.** Vol. 10, no. 4 (October 1991), 446-468.

MATERIALS HANDLING

OVERLOADED OVERHEADS: ACTIVITY BASED COST ANALYSIS OF MATERIAL HANDLING IN CELL MANUFACTURING. **Svaan, Eric, Srikant Datar, Sunder Kekre, and Tridas Mukhopadyay**. Vol. 10, no. 1 (January 1991), 119-137.

A VOLUME AND MATERIAL HANDLING COST BASED HEURISTIC FOR DESIGNING CELLULAR MANUFACTURING CELLS. **Ahmed, Mesbah U., Nazim U. Ahmed, and Udayan Nandkeolyar**. Vol. 10, no. 4 (October 1991), 488-511.

MRP SYSTEMS

A MODIFIED MRP FOR A PRODUCTION SYSTEM WITH THE COEXISTENCE OF MRP AND KANBANS. **Ding, Fong-Yuen, and Ming-Nang Yuen**. Vol. 10, no. 2 (April 1991), 267-277.

MULTIPLE OBJECTIVES DECISIONS FOR OPERATIONS

MEASUREMENT OF MANUFACTURING FLEXIBILITY: A VALUE BASED APPROACH. **Ramasesh, Ranga V., and Maliyakal D. Jayakumar.** Vol. 10, no. 4 (October 1991), 446-468.

MULTIVARIATE ANALYSIS OF OPERATIONS

FACTORY FOCUS: SEGMENTING MARKETS FROM AN OPERATIONS PERSPECTIVE. **Berry, William L., Cecil Bozarth, Terence J. Hill, and Jay E. Klompmaker**. Vol. 10, no. 3 (August 1991), 363-387.

PRIORITY RULES IN SCHEDULING

SEQUENCING RULES AND DUE DATE SETTING PROCEDURES IN FLOW LINE CELLS WITH FAMILY SETUPS. **Russell, Gregory R., and Patrick R. Philipoom**. Vol. 10, no. 4 (October 1991), 524-545.

PRODUCT AND SERVICE DESIGN AND DEVELOPMENT

DESIGN STRATEGY AND ITS INTERFACE WITH MANUFACTURING AND MARKETING: A CONCEPTUAL FRAMEWORK. **Fitzsimmons, James A., Panagiotis Kouvelis, and Debasish N. Mallick.** Vol. 10, no. 3 (August 1991), 398-415.

OPERATIONS AS MARKETING: A COMPETITIVE SERVICE STRATEGY. **Roth, Aleda V., and Marjolijn van der Velde**. Vol. 10, no. 3 (August 1991), 303-328.

TIME AND PRODUCT VARIETY COMPETITION IN THE BOOK DISTRIBUTION INDUSTRY. **Lindsley, William B., Joseph D. Blackburn, and Terry Elrod.** Vol. 10, no. 3 (August 1991), 344-362.

PRODUCTION AND MANUFACTURING PLANNING/SCHEDULING/AND CONTROL SYSTEMS

LOAD SMOOTHING BY THE PLANNING AND ORDER REVIEW/RELEASE SYSTEMS: A SIMULATION EXPERIMENT. **Melnyk, Steven A., Gary L. Ragatz, and Lawrence Fredendall**. Vol. 10, no. 4 (October 1991), 512-523.

PRODUCTION/ASSEMBLY LINE DESIGN/PERFORMANCE

ASSEMBLY LINE DESIGN WITH INCOMPATIBLE TASK ASSIGNMENTS. **Rachamadugu, Ram.** Vol. 10, no. 4 (October 1991), 469-487.

PRODUCTIVITY MEASUREMENT AND ANALYSIS

INTERNATIONAL FACTORY PRODUCTIVITY GAINS. **Schmenner, Roger W.** Vol. 10, no. 2 (April 1991), 229-254.

SERVICE OPERATIONS

MANAGEMENT OF TECHNOLOGY IN SERVICE FIRMS. **Haynes, Ray M., and Emil A. Thies**. Vol. 10, no. 3 (August 1991), 388-397.

OPERATIONS AS MARKETING: A COMPETITIVE SERVICE STRATEGY. **Roth, Aleda V., and Marjolijn van der Velde**. Vol. 10, no. 3 (August 1991), 303-328.

SIMULATION IN OPERATIONS

COUNTERING THE NEGATIVE IMPACT OF INTERCELL FLOW IN CELLULAR MANUFACTURING. **Garza, Oscar, and Timothy L. Smunt**. Vol. 10, no. 1 (January 1991), 92-118.

LOAD SMOOTHING BY THE PLANNING AND ORDER REVIEW/RELEASE SYSTEMS: A SIMULATION EXPERIMENT. **Melnyk, Steven A., Gary L. Ragatz, and Lawrence Fredendall**. Vol. 10, no. 4 (October 1991), 512-523.

A MODIFIED MRP FOR A PRODUCTION SYSTEM WITH THE COEXISTENCE OF MRP AND KANBANS. **Ding, Fong-Yuen, and Ming-Nang Yuen**. Vol. 10, no. 2 (April 1991), 267-277.

TECHNOLOGY MANAGEMENT FOR OPERATIONS

MANAGEMENT OF TECHNOLOGY IN SERVICE FIRMS. **Haynes, Ray M., and Emil A. Thies**. Vol. 10, no. 3 (August 1991), 388-397.